

(D) **Calculation of sign area.** (See Illustrations 3.1 and 3.2)

- (1) The width of the sign area shall include all sign faces, lettering, designs, or symbols, together with the background, whether open or enclosed, upon which they are displayed, including any supporting framework incidental to the display itself, except for legs and knobs of supporting posts for freestanding signs.
- (2) The height of the sign area shall be measured to the highest point of the supporting structure, or the height of the sign face, whichever is greater.
- (3) Advertising relating to a specific product or products sold on the premises, or the utilization of corporate symbols, logos, or similar features, shall be included in the aggregate sign area.
- (4) Where a sign consists of multiple sign faces, or individual letters or symbols, the area shall be considered to be the smallest rectangle encompassing all the letters and symbols and any supporting frame.
- (5) In computing the area of a double-faced sign, only one side shall be considered if the faces are identical. Notwithstanding the above, if the interior angle formed by the two faces of the double-faced sign is greater than forty-five (45) degrees, then both sides of such sign shall be considered in calculating the sign area.
- (6) The maximum allowable area of a sign shall include all permanent sign faces attached, painted, or applied to a building façade. If an establishment has walls fronting on two (2) or more streets, the sign area for each street shall be computed separately.

Illustration 3.1: How to measure a free-standing sign

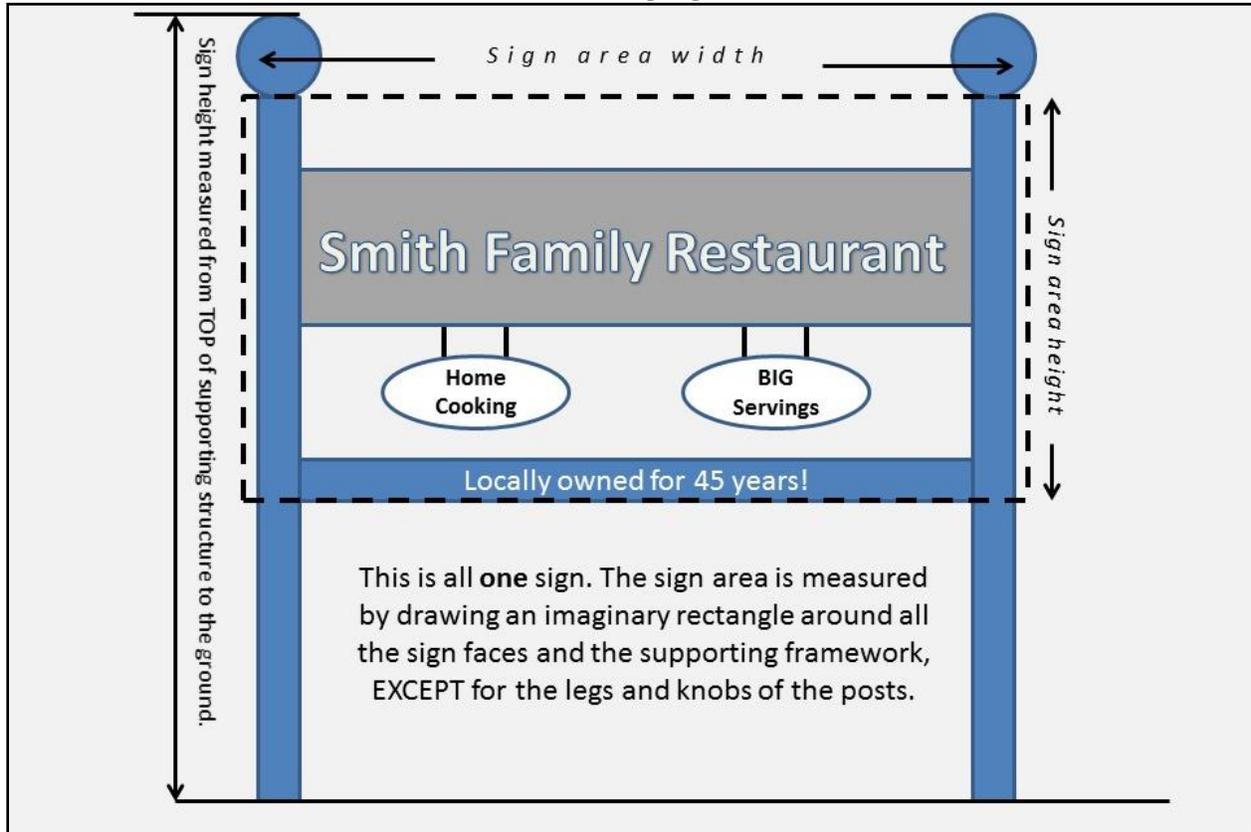


Illustration 3.2: How to measure a wall-mounted sign

